Broadcasting. The significant initiatives and new schemes media unit-wise find mention in the Performance Budget 2002-2003 and the Annual Report 2001-2002.

**Turnover of advertising industry**

†2281. SHRI RAM JETHMALANI:

SHRI KAPIL SIBAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the total turnover of the advertising industry in the country has been Rs. 8,509.70 crore during the year 2000-2001;

(b) if not, the total turnover during the aforesaid year;

(c) whether it is also a fact that the share of the five largest institutions was 47.2 percent in the total turnover; and

(d) if not, the correct estimate of the percentage of this share?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) This information is not maintained by this Ministry. However, an extract from a recent report of the 'Economic Times' on the Entertainment Sector showing total ad spend since 1990 and projection upto 2005 is annexed as. Statement.

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†Original notice of the question was received in Hindi.

**Statement**

*Ad Spend and Media Distribution in India*

(Rupees in Crore)

| | Total ad Spend | Grow-th Rate % | News-paper Spend | News-paper % | TV Spend | TV % | Radio Spend | Radio % | Cinema Spend | Cinema % | Out-door Spend | Out-door % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1990 | 1,435 | 16.9 | 1,050 | 73.2 | 254 | 17.7 | 40 | 2.8 | 6 | 0.4 | 85 | 5.9 |
| 1991 | 1,721 | 19.9 | 1,225 | 71.2 | 350 | 20.3 | 50 | 2.9 | 6 | 0.4 | 90 | 5.2 |
| 1992 | 2,094 | 21.7 | 1,460 | 69.7 | 430 | 20.5 | 75 | 3.6 | 7 | 0.3 | 122 | 5.8 |
| 1993 | 2,514 | 20.1 | 1,735 | 69.0 | 500 | 19.9 | 80 | 3.2 | 9 | 0.4 | 140 | 5.6 |
| 1994 | 3,050 | 21.3 | 2,022 | 66.3 | 750 | 24.6 | 90 | 3.0 | 8 | 0.3 | 180 | 5.9 |
| 1995 | 3,909 | 28.2 | 2,450 | 62.7 | 1,120 | 28.7 | 100 | 2.6 | 9 | 0.2 | 230 | 5.9 |
| 1996 | 4,727 | 20.9 | 2,795 | 59.1 | 1.552 | 32.8 | no | 2.3 | 10 | 0.2 | 260 | 5.5 |
| 1997 | 5,690 | 20.4 | 3,258 | 57.3 | 1,969 | 34.6 | 130 | 2.3 | 13 | 0.2 | 320 | 5.6 |
| 1998 | 6,824 | 19.9 | 3,820 | 56.0 | 2,460 | 36.1 | 145 | 2.1 | 15 | 0.2 | 384 | 5.6 |
| 1999E | 8,189 | 20.0 | 4.496 | 54.9 | 3,112 | 38.0 | 100 | 1.2 | 18 | 0.2 | 463 | 5.7 |
| 2000E | 9,827 | 20.0 | 5.206 | 53.0 | 3,931 | 40.0 | 113 | 1.2 | 22 | 0.2 | 555 | 5.7 |
| 2001E | 12,283 | 25.0 | 6,280 | 51.1 | 5.024 | 40.9 | 215 | 1.8 | 27 | 0.2 | 737 | 6.0 |
| 2002E | 14,740 | 20.0 | 7,190 | 48.8 | 6,264 | 42.5 | 368 | 2.5 | 32 | 0.2 | 884 | 6.0 |
| 2003E | 17,688 | 20.0 | 8,446 | 47.8 | 7,673 | 43.4 | 531 | 3.0 | 39 | 0.2 | 999 | 5.7 |
| 2004E | 21,225 | 20.0 | 9,976 | 47.0 | 9,261 | 43.6 | 743 | 3.5 | 47 | 0.2 | 1,199 | 5.7 |
| 2005E | 25,470 | 20.0 | 11,716 | 46.0 | 11,240 | 44.1 | 1,019 | 4.0 | 56 | 0.2 | 1,439 | 5.7 |